

Abstract of the Disclosure

Provided is a broadcasting server system that can have many protection and management tools applied thereto, other than conventional access control tools and supplies
5 information on the applied protection and management tools, information on the control over the use of the contents, and information on the purchase of the contents, an operation method thereof, and a computer-readable recording medium for
10 recording a program that implements the method. The broadcasting server system includes: a control unit for generating access control information and a control word based on subscriber information; an additional data generation unit; a watermarking unit; a media encoding unit; an encrypting
15 unit; a multiplexing unit; a re-multiplexing unit; and a scrambling unit.